

## ABSTRACT

Method, product, and apparatus of operating one or more Web pages by email. One embodiment of the method includes sending a first Web page to a first email address via a computer network as a first email message. The sent first Web page may include one or 5 more of links or forms for further interaction, and is in a format consistent with an email environment such that the Web page is directly operable in an email browser of the environment. A user receiving the first email containing the first Web page may respond by operating the received first Web page, and this response may lead to a second email message that includes a URL request or form data being sent by the user to a second 10 email address via the computer network. The method further includes retrieving the second email message, interpreting the URL request or form data of the retrieved second email message, retrieving a second Web page from a Web server connected to the computer network in accordance with the interpreted URL request or form data, and transcoding the retrieved second Web page from a Web browser format to a third format 15 consistent with one or more properties of a second email environment.